

2611 #8
0380



CASE NO. MET1.0002

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

BENTOLILA, et al.

Serial No.: 10/043,698

Filed: January 9, 2002

For: SYSTEM AND METHOD FOR
BEHAVIORAL MODEL CLUSTERING IN
TELEVISION USAGE, TARGETED
CLUSTERING, AND PREFERENCE
ADVERTISING VIA MODEL
PROGRAMMING BASED ON
BEHAVIORAL MODEL CLUSTERS

) Examiner: Not yet assigned

) Group Art Unit: 2611

) October 21, 2002

) Los Angeles, CA 90067

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Technology Center 2600

INFORMATION DISCLOSURE STATEMENT

Assistant Commissioner for Patents
Washington, D.C. 20231

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OCT 29 2002

Dear Sir:

OFFICE OF PETITIONS

In an attempt to fully comply with the duty of disclosure as set forth in 37 C.F.R. Section 1.56, and in conformance with 37 C.F.R. Sections 1.97-1.99, Applicants wish to bring to the attention of the United States Patent Office the following reference(s). The information listed herein below may not qualify as prior art, and should not be considered prior art merely from Applicants' citation herein. 37 C.F.R. 1.96(h). This statement is filed before the mailing date of a first action on the merits. Therefore no fee is necessary at this time.

Please charge any additional fees or credit any over-payment to our Deposit Account No. 19-1995. A duplicate copy of this letter is enclosed for that purpose.

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U.S. Patent(s)

Patent No. 6,002,393 by Hite, et al.; Filed: August 22, 1995; Issued: December 14, 1999; Title: SYSTEM AND METHOD FOR DELIVERING TARGETED ADVERTISEMENTS TO CONSUMERS USING DIRECT COMMANDS

Patent No. 5,848,396 by Gerace; Filed: April 26, 1996; Issued: December 8, 1998; Title: METHOD AND APPARATUS FOR DETERMINING BEHAVIORAL PROFILE OF A COMPUTER USER

Patent No. 5,774,170 by Hite, et al.; Filed: December 13, 1997; Issued June 30, 1998; Title: SYSTEM AND METHODS FOR DELIVERING TARGETED ADVERTISEMENTS TO CONSUMERS

Patent No. 5,717,923 by Dedrick; Filed: November 3, 1994; Issued: February 10, 1998; Title: METHOD AND APPARATUS FOR DYNAMICALLY CUSTOMIZING ELECTRONIC INFORMATION TO INDIVIDUAL END USERS

Patent No. 5,664,046 by Abecassis; Filed: April 10, 1995; Issued: September 2, 1997; Title: AUTOCONFIGURABLE VIDEO SYSTEM

Patent No. 5,636,346 by Saxe; Filed: May 9, 1994; Issued: June 3, 1997; Title: METHOD AND SYSTEM FOR SELECTIVELY TARGETING ADVERTISEMENTS AND PROGRAMMING

Patent No. 5,565,909 by Thibadeau et al.; Filed: February 3, 1994; Issued: October 15, 1996; Title: METHOD OF IDENTIFYING SET-TOP RECEIVERS

Patent No. 5,559,549 by Hendricks et al.; Filed: December 2, 1993; Issued: September 24, 1996; Title: TELEVISION PROGRAM DELIVERY SYSTEM

Patent No. 5,446,919 by Wilkins; Filed: October 9, 1991; Issued: August 29, 1995; Title: COMMUNICATION SYSTEM AND METHOD WITH DEMOGRAPHICALLY OR PSYCHOGRAPHICALLY DEFINED AUDIENCES

Copies of these documents are attached herewith, and are listed on the PTO

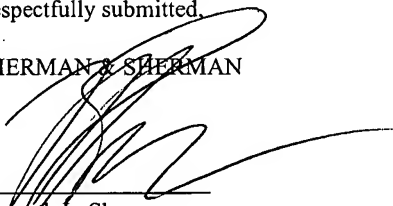
Form 1449.

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If the Examiner believes a telephone interview will help further the prosecution of this case, Applicants respectfully request that the undersigned attorney be contacted at the listed telephone number.

Respectfully submitted,

SHERMAN & SHERMAN



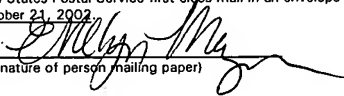
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CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service first class mail in an envelope addressed to the: Assistant Commissioner for Patents, Washington, D.C. 20231 on October 21, 2002.

Evelyn Menjivar

(Type or print name of person mailing paper)
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(Signature of person mailing paper)



INFORMATION DISCLOSURE CITATION PTO-1449	Atty. Docket No.	Serial No.
	MET1.0002	10/043,698
	Applicant	
	Bentolila, et al.	
	Filing Date	Group
	January 9, 2002	2611

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U.S. PATENT DOCUMENTS

Examiner Initial		Document No.	Date	Name	Class	Subclass	Filing Date if Appropriate
_____	AA	6,002,393	12/14/1999	Hite	H04N	7/10	8/22/1995
_____	AB	5,848,396	12/8/1998	Gerace	G06F	19/00	4/26/1996
_____	AC	5,774,170	6/30/1998	Hite	H04N	7/10	12/13/1994
_____	AD	5,717,923	2/10/1998	Dedrick	G06F	17/30	11/3/1994
_____	AE	5,664,046	9/2/1997	Abecassis	H04N	5/781	4/10/1995
_____	AF	5,636,346	6/3/1997	Saxe	H04N	7/10	5/9/1994
_____	AG	5,565,909	10/15/1996	Thibadeau	H04N	7/16	2/3/1994
_____	AH	5,559,549	9/24/1996	Hendricks	H04N	7/16	12/2/1993
_____	AI	5,446,919	8/29/1995	Wilkins	H04H	1/02	10/9/1991

FOREIGN PATENT DOCUMENTS

Examiner Initial		Document No.	Date (day-mo-yr)	Country	Translation
					Yes/No/Partial

OTHER DOCUMENTS

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Examiner	Date Considered
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